Across the nation, Valentine’s Day is a single day of the year set aside for couples and couples alone to express their love and gratitude for one another. While this is a great and special day for those with a significant other, what does this mean for the other half that do not currently have such a counterpart?

One can argue that that Valentine’s Day should be felt by all, just as maybe Christmas spreads those warm and fuzzy feelings, which translate into caring and almsgiving. However, Valentine’s Day still remains as a miniscule holiday for many people.

“Valentine’s Day is just another day of the week,” said junior Chris Daly, “I respect that some people enjoy it, but for me, it’s not that big of a deal.”

It would be hard to find anyone who proudly acknowledged that Valentine’s Day was their favorite holiday. And if that person absolutely loves the holiday, you can bet that he or she has someone which they can share this overrated holiday with.

The elementary school traditions of filling shoeboxes of candy has long since passed, thus diminishing the biggest reason why we, as kids, remained loyal to this day. While some still carry on the tradition of bringing in valentines, most are store bought and given out in person.

If anything Valentine’s Day has become a marketing tool for major department stores such as Hallmark, Wal-Mart, and Target with their demographics focusing on young children and unmarred and married couples, not single men and women. Why? Because marketing strategists know that a married couple is more likely to exchange cards and gifts, and the single man or woman will not think twice about the holiday.

This marketing ploy does not wait for a sensible time like February to come around; they immediately begin sales and commercials as if the company can only produce profit through specific American holidays no matter how insignificant.

Gender can also play a role about the how someone looks at Valentine’s Day. While there are both men and women who do adore the holiday, one would be more inclined to find a woman getting in the spirit of the holiday than a man.

“I love bringing in valentines every year for my friends,” said junior Jenna Calderone, “and I do think that there are defiantly more girls, single or not, who look forward to Valentine’s Day.”

But for most of us who remain indifferent to February 14, the emotional clichés of butterflies in your stomach and secret admirers have past.